ivy newsletter

FRIDAY, MAY 7, 1971

YES, here it is! As promised, the all-new, never-before-seen-under-one-tent ivy newsletter will be coming to you twice (count 'em, two!) each and every month of the calendar year. Free! No extra charge! No postage! No handling! And yes, you may spindle, fold, or mutilate it with no risk of prosecution! Absolutely none!

If you wish to include something in our next issue, please forward it to ivy newsletter, 242-A Yale Station, New Haven, Connecticut 06520. Anything that comes with a stamped, self-addressed envelope will not be returned under any conditions. Everything else will be thrown out after publication. All manuscripts will be tossed before publication. Keep those cards and letters comin' in!

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UNCLE GEORGE sent us a card this week --

"Our Spring Meeting this year was probably the best in Network history... not only because of the fact that all sixteen stations were represented, but also because some of the representatives actually looked like they were enjoying themselves! Congratulations to Sandy and Mark, and my thanks to Bill Bates and Jeff Harris for a job well done."

"By the way, I've been listening to the airchecks I've received so far; all the Ivy stations sound very good -- please thank everyone who turned one in, and urge the others to send them on up. They can come in pretty useful -- after hearing the WXPN tape, I was able to work out some programming problems I'd been having here at WTBU. It might be a good idea for member stations to stay in touch concerning other-than-finance problems in general..."

"As for the summer: I'll be in New York-Boston (c/o WTBU Radio, 30 Bay State Road, Boston 02215.) Be sure to let the members know that Sandy will be leaving on vacation in late June, and that Mark will be manning the controls in New Haven all summer, so that they can get in touch with him if they want to do any selling. We should be able to extend all necessary help in this regard, although I think "connections" work best. Maybe some of the members have long-lost uncles!"

"I'd like to start our whistle-stop tour of the member stations as soon as possible, but due to exams and sign-offs, I think that we should wait until Fall to begin. If any of the stations open during the summer want us to stop in then, why don't you ask them to let us know about it?"

"I'd like to hear from any and all stations about other possible methods of improving relations. Ask them to call or drop a line about this in the near future...Thanks..." -- GFS

Consider it done, George. We hope all stations will take a few minutes to follow up on this.

NOTES:

MINUTES of the Spring Meeting will be out and on their way within a very few days. It takes a while to do them, and it takes us all a while to recover sufficiently from the meeting in order to be able to face the task!

SALES CAMPAIGNS for the coming year are well under way. Sandy will put in a month in the office starting in late May in order to get the first letters into the mail. We hope to clear up the SURVEY business during this period, too. Mark will be around throughout the summer to follow-up and get things ready for the fall follow-ups. We are now busy with RENEWALS. Things look good on all fronts -- so far. More later. If you want to help sell, get a specific proposal in to Sandy soon so we can co-ordinate things. The only definite workers we have so far are ART FORSDICK of WRUC and CHARLIE SMITH of WDCR.

TELEPHONE PROCEDURE needs a bit of clarification. Feel free to call the office COLLECT at any time. Be sure to call STATION-TO-STATION. If nobody is in, the answering service will take a message at no cost to anybody. We will then follow it up. If you call person-to-person, we get either the same result with more fuss, or, if completed, a more expensive call. Keep them COLLECT and STATION-TO-STATION.

TRAVEL ALLOWANCE checks will be issued to eligible stations for the Spring Meeting upon request.

AFFIDAVITS for current runs would be most useful if they arrived with extra-special promptness. Our fiscal year ends on June 30.

REPRESENTATIVES have been treating us nicely lately. After the most recent girding of loins, things seem to be moving along well. We will keep everyone up to date as things develop.

CRIBARI tear-sheets must come in. I have just been in touch with our man in San Francisco -- we need copies of the papers that the poster ran in. Send to us two or three copies of the whole rag -- quickly. This is most important, means a great deal of money, and is urgent! Send the bills to us at the end of the run.

CONFIRMATION of sign-off dates -- if any -- would be appreciated. We also need this for the UPI people. Let us know as soon as it is humanly possible.

MATERIAL REQUESTS should be completed before sign-off. We asked for a number of items from a number of stations which have not yet come in -- unless we spoke about it on the phone or at the meeting, please forward the stuff or get in touch. Please don't forget an aircheck for George.

We will have one more newsletter in May, and then brief summer issues. Please forward summer mailing addresses, and have good vacations --